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SIPDIS

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SUBJECT: PSI SPAWNS LITTLE INTEREST IN ECUADOR

REF: 61730

1. Regarding Reftel request for Embassy comment on the utility of various Public Diplomacy tools in winning Ecuador's support for the Proliferation Security Initiative (PSI), we consider that placement of USG-drafted articles in local print media the best weapon available. There simply is not sufficient interest here in WMD non-proliferation efforts and the PSI to justify investments in DVCs, expert visits, NGO cultivation, and/or other PD strategies. Conventional arms proliferation and regional security issues do have an Ecuadorian audience, however, owing to the proximity of the Colombian conflict and Ecuador's role as a conduit country for FARC-bound weapons. We thus suggest that, for maximum impact, any PSI articles for placement treat WMD proliferation as one component of a broader arms trafficking problem.

KENNEY